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Agricultural extension sometimes fails to relate itself to the total socio-economic picture of the community as it establishes policies and programs for the future; this research attempts to explain some concerns of farmers related to this problem, particularly the hiring of regional specialists. Data were gathered by a questionnaire given to over 400 farm owners who were members of the Genesee County (New York) Cooperative Extension Association, Agricultural Division, in 1968. Among revelations of the questionnaire were: (1) the majority of clientele felt that staff members providing leadership for agricultural program should be specialists; (2) a significant number felt that agent visits lacked uniformity and that specialization favored some producers; (3) the lower gross sales clientele were more likely to feel alienated by present programing efforts; (4) the higher gross sales clientele were more likely to be participating in and using area extension programs and staff resources; and (5) the majority of all clientele felt that farmers, local businessmen, industry, and public leaders needed to be aware of and understand developments that could affect each other's actions and decisions. The document includes a bibliography of related literature, numerous tables, and a sample questionnaire. (nl)

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EXPLORING FOR CLIENTELE ATTITUDES TOWARD AGRICULTURAL EXTENSION PROGRAMMING

A Report

Presented To

The Department of Extension Education
University of Missouri - Columbia

In Fulfillment of Requirements
For A Special Problem, Extension Education 400

by

Derwood G. Burns

May 1969

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CHAPTER I

THE PROBLEM AND THE OBJECTIVE

New York State Cooperative Extension initiated its first regional extension specialist program in 1960. The county, Genesee, in which the writer is agricultural division leader, was one of the charter counties in this program. Since that time, five more specialists have been added on a regional or multi-county basis to serve that county. The staff, whose assignment is Genesee County only, consists of two agents, a dairy and livestock specialist and the author.

New York State Cooperative Extension is, at the present time, reviewing arrangements for a complete state-wide specialist staffing pattern.

I. THE PROBLEM

The Problem. Cooperative Extension has much empirical research evidence to show that specialization of field staff roles provides quality in subject matter competence. This in turn allows for professional understanding, interpretation, and dissemination of the latest technological research results to farmers and agricultural businesses and industry.

Observations of the writer have served to strengthen the belief that extension specialists located in the field can provide quality leadership for agriculture. However,

field visit conversations and observations with farmers and community leaders have tended to lead the author to believe that there are some concerns being expressed, verbally and nonverbally, that Extension try to identify and understand before proceeding much further with major program and/or staff changes. A few of the indicators seem to be as follows:

1. Some members indicate in their conversation and expressions of feelings that they are being slighted by the program or staff.

2. Many successful farmers are not motivated to adopt some phases of new technology even though research shows it could increase profits, (i.e., use of A.I. proven sires or dairy testing programs.).

3. Many successful farmers can be "sold" new technology by agri-business, even when research and pure mathematics show the new product to be much more costly and will not increase returns, (i.e., complete liquid fertilizer which is costly in our area.

4. Area programs seem to throw new roadblocks into the way of many farmers. As a result, effectiveness in reaching these people may be reduced, and they come to rely on local agri-business for more

"education", (i.e., long distance telephone calls to reach an agent, meetings scheduled out of their normal travel patterns.).

5. A climate of apathy seems to show up in two different forms. Some producers who do not have access to specialized programs seem to exhibit feelings of weak organizational support. A number of those producers who do have access to specialized programs also exhibit similar feelings.

6. Members have indicated they learned much more when they and staff were involved together in a group discussion experience.

7. Many farmers seem to want more opportunities to belong to programs or groups which consider issues and problems close to them. They tend to disassociate this type of experience with routine extension meetings which may deal with the same problems or issues.

Because of these personal observations and concerns, it appears that Extension is not relating itself to the total socio-economic picture as it establishes policy and program objectives for the future.

A general review of the literature seems to indicate

some underlying reasons for these observations as being concentrated in the areas of: human needs, values, attitudes, motivations, feelings, self committment, in philosophy and psychology relating to sources of program objectives.

II. THE OBJECTIVE

The Objective. The overall objective of this exploratory research was as follows: to be able to offer explanations for some of the observed behavior and concerns expressed by the farmers.

Secondary Objectives.

1. Learn how to apply principles of scientific method by designing a research instrument and carrying out a survey research project.

2. Provide meaningful and reliable data from which the executive committee together with extension staff, administration and study committees can evaluate current programming efforts as they relate to overall philosophy, psychology and resource allocation.

3. Provide data that can be related to other theoretical research for comparative evaluation.

4. Reveal tentative explanations from which this study could be reformulated for use in future surveys.

5. Possibly indicate a deviant case from which one could specify new relationships for testing.

6. Allow for more precise specification of a hypothesis that could be tested over a more generalized situation.

CHAPTER II

REVIEW OF THE LITERATURE

Many of the concerns mentioned previously seem to lie in the area of human needs, behavior and motivation.

Boulding notes that this human organism, this "non-linear computer"[1] is the real clue to social and economic development.

Lippitt[2] writes that humans are not really afraid of change, but that they react favorably or unfavorably because of the manner in which change is presented or carried out.

Davis[3] suggests that the clientele may not be respond-

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[1] Kenneth Boulding, "Human Resources Development As a Learning Process", Farm Policy Forum (Volume 19, No. 2, 1966-67), p. 30.

[2] Gordon Lippitt, "People and Change", Nation's Cities (Volume 3, No. 12, December 1965), pp. 15-17.

[3] Dan R. Davis, "Human Relations and the Rural Development Program" (Texas: Department of Agricultural Economics

ing in many instances because staff have neglected to consider their system of values when program objectives were decided.

Gardner, Mahan and Bollman may be suggesting that staff are not really certain of the learning process itself. Gardner notes, "We think of the mind as a storehouse to be filled when we should be thinking of it as an instrument to be used."[4] Mahan and Bollman[5] place this in an Extension perspective when they ask of staff whether or not they are educating or giving out information.

It appears these men are telling staff to read Tyler[6] and to consider whether or not programs are being conducted purely on subject matter expertise and available knowledge without also looking to clientele and contemporary life situations as sources of objectives.

Perkins emphasizes that, "Many of mankind's most urgent problems arise not simply within one field or the other--

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and Sociology, Texas A and M College), 5 pp. (Mimeographed.)

[4] John Gardner, Self-Renewal (New York: Harper and Row, 1965), pp. 21-22.

[5] Russ A. Mahan and Stephen R. Bollman, "Education or Information Giving?", Journal of Cooperative Extension (Summer 1968), pp. 100-107.

[6] Ralph W. Tyler, Basic Principles of Curriculum and Instruction (Chicago, Illinois: The University of Chicago Press, 1950), pp. 9-20.

within man or within nature or within society. They arise in the areas of overlap, where man impinges on society, or nature on man, or society on nature."[7]

Tyler[8] suggests philosophy and psychology screens for all program objectives. Here may be one of the weaknesses, because this approach should have forced staff to look at the areas of overlap--the areas where people's knowledge, skills and attitudes were considered. The very methods, procedures and research techniques used to perform these functions would tax those abilities and process skills of any Extension administrator, staff member or lay advisory committee member.

Another area of study that might explain some of the observed actions or concerns is individual social behavior patterns.

Bonner, in reviewing Field Theory, which includes much of Kurt Lewin's topological constructs and dynamic analysis, indicates concepts of regions, barriers, social fields, tension, vector, and valence as being related to individual and group functions and relationships. He suggests that the

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[7] James A. Perkins, "Liberal Learning and the Learning Community", Liberal Education (Volume LIII, No. 1, March 1967) pp. 5-15.

[8] Tyler, op. cit., pp. 22-24.

"social field" concept "is any acting or changing group to which the behavior of individuals, regions and subregions may be ordered."[9] This concept could possibly apply to the social field change created in moving from county programs to area or specialized programs.

In changing staff responsibilities and office locations Extension may be rearranging the social field to which clientele behavior is ordered, and by so doing, throwing up barriers to participation in programs.

Lampher notes in the findings of a thirteen state exploratory study of area agent work that, "It was reported that when clientele did express concern about area agent operations it centered mainly on the fear of losing their local agent who could be contacted freely and quickly at any time."[10]

This does not have real meaning until the concept "barrier", to which Bonner referred, is applied. He points out that, "when a person surmounts a barrier, his behavior is ordered to a new social region."[11]

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[9] Hubert Bonner, Group Dynamics: Principles and Applications (New York: The Ronald Press, 1959), pp. 41-44.

[10] Buel F. Lampher, "What About Area Agents?", Extension Service Review (July 1965), pp. 3-5.

[11] Bonner, loc. cit.

Perhaps the fear expressed by the farmers in the Federal Extension Study indicated that they were not oriented to the new social region. This concept has real implications for Extension programs. It may be that changing to area programs and making a farmer call long distance requires more of a behavioral change than staff have the right to expect.

It may also mean that producers of certain commodities, (i.e., vegetables, livestock, poultry, and grain crops) have a higher ordered social region than dairymen, who are tied down to a much higher degree. A hierarchy may exist with several confounding variables present.

Denny[12] seems to indicate some of these variables when he delineates growth areas based on time, space, population, speed, and technology. Of course, other variables might conceivably exist in the dimensions of knowledge, skill and attitude from which the clientele were perceiving the organizational structure or specific program.

If one moves to a more specific focus on some of these variables, it appears that explanations of observed behavior or expressed concern are more intrinsic in the clientele. It is as though the decision of whether to participate or not to

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[12] Hugh Denny, "Methodology For Delineating Growth Areas", (Columbia, Missouri: Department of Regional and Community Affairs, 1968), (Mimeographed.).

participate depends upon how the clientele perceives the environment or the organization.

Meyers noted that industrial workers contribute more to their jobs and set higher production goals when they are "self-actualized", or motivated toward responsible involvement in helping to make decisions affecting their role or job performance. He stated that "motivators, for the most part, are the factors of achievement, recognition, responsibility, growth, advancement, and other matters associated with the self-actualization of the individual."[13] This is as true for farmers, it seems, as it is for industrial workers.

Meyer's use of the concept of self-actualization seems to relate to work done by Maslow[14] in the area of human needs and wants. He proposed that human activity is directed at satisfying needs. When a person is conscious of a need, that need becomes a want and the person is motivated to fulfill the want.

He suggested a hierarchy of needs and wants and that an

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[13] Scott M. Meyers, "Who Are Your Motivated Workers", Harvard Business Review, Volume 42, No. 1 (January-February 1964), pp. 73-74.

[14] New York State Cooperative Extension, Maslow's Theory of Motivation in Summary Form, Farm Labor Management Instructor's Notebook (Ithaca, New York: Cornell University, 1967-

individual could shift back and forth in this structure. One does, he theorized, attempt to satisfy needs in the following progressive order: physiological, safety, social, esteem, and self-fulfillment. The concept of self-actualization would thus be the individual in action, or in the process of striving to satisfy these needs or wants.

But, this does not seem, to this writer, to be the complete story because Fromm introduced a "discrepancy" concept when he discussed human motivation and values.

> there is usually a discrepancy between what people consider their values to be and the effective values which direct them and of which they are not aware. In the industrial society, the official, conscious values are those of the religious and humanistic tradition: individuality, love, compassion, hope, etc. But these values have become ideologies for most people and are not effective in motivating human behavior. The unconscious values which directly motivate human behavior are those which are generated in the social system of the bureaucratic, industrial society, those of property, consumption, social position, fun, excitement, etc. This discrepancy between conscious and ineffective and unconscious and effective values creates havoc within the personality.[15]

Biddle used the term "ambivalence"[16] to describe human problems encountered in urban community development work,

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68), pp. MI3-6.

[15] Erich Fromm, The Revolution of Hope: Toward a Humanized Technology (New York: Harper and Row, October 1968), p. 90.

[16] William W. Biddle and Loureide J. Biddle, The Community Development Process: The Rediscovery of Local Initiative (New York: Holt, Rinehart and Winston, Inc., 1965), p.53

which seemed to this writer to arise from the discrepancy Fromm describes.

In other words, there exists by Webster's definition "contradictory emotional or psychological attitudes especially toward a particular person or object and often with one attitude inhibiting the expression of the other."[17]

Dewey also identified the resulting problem when he said:

> there grows a split between a person's professed standards and his actual ones. A person may be aware of the results of this struggle between his inclinations and his theoretical opinions; he suffers from the conflict between doing what is really dear to him and what he has learned will win approval of others. But of the split itself he is unaware; the result is a kind of unconscious hypocrisy, an instability of disposition.[18]

If, however, one pursued Biddle's term "ambivalence" for further meaning and definition, there would appear to be a slight contradiction with Fromm. Webster further defines ambivalence as presenting "uncertainty as to which approach, attitude, or treatment to follow."[19] This seems to indicate a certain feeling of awareness or aliveness that a person, in some cognitive manner, does realize that a problem exists,

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[17] Webster's Third New International Dictionary, (Springfield, Mass.: G.&C. Merriam Co., 1961), pp. 66-67.

[18] John Dewey, Democracy and Education (New York: The Free Press, 1966), p. 235.

[19] Webster's Dictionary, loc. cit.

even if it is only psychological.

Dewey indicated this previously when he called attention to the possibility that an individual could be aware of the results of such a struggle.

The next step, most logical to the writer, was to organize some form of construct between the concepts of "discrepancy", "ambivalence", and "unconscious hypocrisy" as they relate to an individual striving toward fulfillment of wants, self-development and self-actualization.

CHAPTER III

THEORY AND DEFINITIONS

The construct. The construct that best appears to tie these psychological inconsistencies together is Festinger's theory of cognitive dissonance. His terms of dissonance and consonance can be replaced by the terms inconsistency and consistency, and were for purposes of this study. The generalization, "inconsistency", was utilized to cover farmer feelings of frustration, anxiety and disequilibrium. Festinger's general hypotheses are stated as follows:

> 1. The existence of dissonance, being psychologically uncomfortable, will motivate the person to try to reduce the dissonance and achieve consonance.
>
> 2. When dissonance is present, in addition to trying to reduce it, the person will likely avoid situations and information which would likely increase

the dissonance.[20]

Everly applied these hypotheses to the acceptance or rejection of Extension information:

> when reacting to extension information, a person will tend to seek out the knowledge if he thinks it will increase his personal consistency. His behavior reaction will no doubt be negative if he thinks it will increase inconsistency. In fact he will tend to look for other individuals or information who already agree with the image in the mind that he wants to create or maintain.[21]

Jackson's[22] dissertation gave rise for relevent concern, too. He noted human stress conditions that tend to result when an individual gets involved in or makes decisions that are inconsistent with his social position in the community.

In any event, the concerns and comments of the writer to this point have been purely empirical observations and abstractions. But, they created a theoretical focal point from which the study was conducted.

The task of this exploratory survey became that of a search for indicators of consistency and inconsistency, attempting to note circumstances under which it persisted.

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[20] Leon Festinger, A Theory of Cognitive Dissonance (Stanford, Calif.: Stanford University Press, 1957), p. 3.

[21] Jack C. Everly, "Search For Consistency", Journal of Cooperative Extension (Summer 1967), p. 94.

[22] Elton F. Jackson, "Status Consistency, Vertical Mobility and Symptoms of Stress", (Unpublished Doctor's thesis, University of Michigan, 1960), p. 118.

In doing so, the research explored for farmer cognitions; opinions, beliefs, feelings toward the County Extension program.

Festinger stated:

> cognitive inconsistency can be seen as an antecedent condition which leads to activity oriented toward inconsistency reduction just as hunger leads to activity oriented toward hunger reduction.[23]

This writer feels that Festinger's theory is intrinsic in the person--the farmer or Extension member, who is in the process of achieving self-development and self-actualization. He, therefore, chose to build upon the cognitive dissonance theory in this study. This approach seemed consistent with the philosophy of Cooperative Extension:

> --the development of people themselves to the end that they, through their own initiative, may effectively identify and solve the various problems directly affecting their welfare.[24]

But, before this could be done in a consistent manner, it was necessary to try to identify the antecedent phenomena that can lead to inconsistency in programming efforts.

Once this is done, perhaps inconsistency can be reduced and consistency can be increased for the clientele served.

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[23] Festinger, loc. cit.

[24] The Cooperative Extension Service Today: A Statement of Scope and Responsibility. A Joint Committee Report on Extension Policies and Goals (Federal Extension Service, August 1948), p. 16.

I. PROPOSITIONS

Hypothesis. The specific hypothesis for this study is: Clientele[A] tend to affiliate with Cooperative Extension to the degree an environment[B] has been provided for them to increase cognitions[C] of consistency[D] and decrease feelings of inconsistency[E].

Sub-hypotheses which were used to form categories for study included:

1. A significant number of clientele will indicate inconsistency cognitions in the form of imbalance[F].

2. Clientele will indicate consistency cognitions in both the staff specialization approach and concerns for human values in technological advance.

3. Clientele will indicate consistency cognitions toward hypothetical statements that offer opportunity for self-involvement[G] in social situations.

4. Clientele will find it consistent with their cognitions to be included in community issues, problems or decisions.

II. OPERATIONAL DEFINITIONS

Clientele. Farmer or farm partner members of Genesee

County Cooperative Extension-Agricultural Division in 1968.

Environment. The organizational atmosphere, method of program conduct, accessibility and ease with which clientele can participate in the program.

Cognitions. Knowledge, opinions, beliefs, feelings, and values of the clientele toward self, or the program environment.

Consistency. Cognitions that are in equilibrium with those of the clientele.

Inconsistency. Cognitions that are not in accord with those of the clientele.

Imbalance. Clientele seem to have cognitions of the program environment being out of balance.

Self-involvement. Opportunity for clientele to involve themselves as a group participant in an organizational structure, or with neighbors.

III. CAUSAL RELATIONS AND PROOF

Relationships. The relationships studied in this survey are stochastic. In other words, X tends to influence Y and cause it to vary. Therefore, the first test of concomitant variation was only tenable in showing necessary and sufficient conditions for proof. Attempts were made to distin-

guish a tenable temporal order to facilitate observing contingent and contributory relationships in a second test.

It will be necessary to redefine the hypothesis, indicate a more specific relationship, and retest to try to establish necessary and sufficient proof before the third test, elimination of other causes, can be considered.

CHAPTER IV

RESEARCH DESIGN

An unweighted cross section was used to allow the widest range of opportunity for study of clientele reaction, the assumption being that certain deviant variables can be noted to a more significant degree than by using a lesser number.

Population. All full time owners and/or partner owners who were 1968 members of the Genesee County Cooperative Extension Agricultural Division. They were designated as 1 and 1a on the membership card.

Sample. The entire population of four hundred and seven (407) constituted the sample.

Confidence level and error. This survey, followed by a twenty per cent (20%) random sample of non-respondents during the summer (1969), is an effort to achieve nearly a one

hundred per cent (100%) confidence level and 0% error in sampling.

Pre-test. An initial questionnaire was mailed to members of the executive committee for completion and a critical review. Corrections were made and a final questionnaire was developed.

Data collection. A mail questionnaire with a pre-paid, self-addressed franked envelope was utilized for this survey. Each respondent's questionnaire was coded with a number to facilitate tabulation of returns against a master list. Franked card reminders, timed for weekend receipt, were mailed, one at the end of the first week and the second following a two week period. Caution was exercised, and will be in any follow up procedure.

Hockstrim noted that a mail survey may be used and can be a low cost technique of data gathering. He also indicated that it is valid and reliable when compared to telephone or personal interview techniques as long as a "follow-up of non-respondents is pursued until a higher completion rate is obtained, using personal interviews where necessary." He warned that "estimates based on early cut offs in data collection from all elements are particularly dangerous."[25]

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[25] Joseph R. Hockstrim, "A Critical Comparison of Three

Wells[26] summarized a study by Bohlen, Beal and Hobbs which also warned of bias resulting from basing conclusions on early returns only.

In any event, a post problem follow-up of a random sample percentage of the non-respondents will be made and the results compared to this study for added validity.

Coding information. Statements were worded and arranged for assignment of a code system that allowed convenient numerical interpretation of responses on a computer or sorting card. The respondent's questionnaire code number was cut off prior to any observation of responses. The questionnaire was renumbered following a meaningless system, and the corresponding number written on the sorting card. Comments that could identify a respondent were cut from the questionnaire.

A coding sheet was prepared to allow transfer of raw data to a sorting card. A sorting card guide was prepared to locate data for analysis.

Measurement. The statements were designed to form a scale. The Likert-type scale was utilized for measurement

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Strategies of Collecting Data From Households", Journal of the American Statistical Association (September 1967), p. 989

[26] Donald E. Wells, "Adoption Proneness and Response to Mail Questionnaires", Rural Sociology (December 1966), pp. 483-487.

of data. This allowed a rank order establishment of responses. A series of statements formed categories and a summated score derived, where applicable, for testing and comparison.

Ideas for statements came from personal knowledge as it related directly to this study, from university extension specialist staff, lecture notes, and comments by executive committee members.

CHAPTER V

PRELIMINARY DATA AND CATEGORIES

The data interpreted for use in this project are from two hundred and fifty-three respondents or sixty-two per cent (62.2) of the population. All responses are included that were received from the period of February 14 through March 15.

Total response to each question and item statement is noted on the questionnaire in the appendix. Non-response to each question and item statement is noted as NR. Non-response was not used to calculate percentages.

I. NOMINAL DATA

Questions. Questions were included to obtain the following nominal data: enterprises from which most of the farm

income is derived (C1.); level of education completed (C2.); age range (C3.); personal contact with the Agricultural Division in 1968 (C4.); and approximate gross farm sales for 1968 (C35.).

Clientele responses to the question regarding farm enterprises has been noted in the section dealing with categories.

A little over eleven per cent (11%) of those responding completed grade school. Forty-six per cent (46%) graduated from high school, and nearly twelve per cent (12%) completed four years of college. Twenty-seven per cent (26.6%) have continued their education beyond the high school level.

One half of the respondents are forty-five years of age and under.

Just over two fifths of the clientele have had relatively low personal contact, two fifths medium contact and one fifth frequent contact with the Agricultural Division program.

An almost equal number of respondents had gross farm sales above and below the $40,000 level.

II. CATEGORIES USED FOR THE ANALYSIS

The following categories were formed using the nominal

data as a base. Attempt was made to organize logical groupings that could be used in the cross sorting and measurement process.

Vegetables. Those clientele who have had access to area specialist staff from two to eight years. This category includes sixty-eight producers of vegetables, muck crops and fruit. Dairymen, poultrymen, livestock, and grain crop producers are also included where vegetables are grown on the farm.

Dairy. This category includes those clientele who have had a more traditional county approach to programming. Included are one hundred and forty-six dairymen who may also have livestock, poultry and grain crop enterprises on their farm.

Livestock. These clients have had less formal programming at the county level. Included are the remaining thirty-nine respondents, the majority of whom are livestock producers, but are also included the remaining poultry and grain crop enterprises.

Lower gross sales. One hundred and twenty-four respondents who had below $40,000 gross sales in 1968.

Higher gross sales. One hundred and twenty-one respondents who had gross sales above $40,000 in 1968.

High school and below. This category includes one hundred and eighty-five respondents. One hundred and seventeen graduated from high school and sixty-eight did not.

Above high school. This group includes sixty-seven individuals who attended and/or graduated from college.

Frequent contact. Fifty-three clients who had nine or more personal contacts with Extension in 1968.

Medium contact. One hundred and five clients who had from three to eight personal contacts in 1968.

Low contact. Ninety-five clients who had from no contact to one or two personal contacts in 1968.

Age 45 and under. This category includes one hundred and sixteen clients.

Age 46 and above. Included in this category are one hundred and thirty-seven clients.

III. INTRODUCTORY DATA

Questions C5 through C10 are noted on the questionnaire in the appendix, and were included to pave the way in a general manner to more specific item statements regarding respondent attitudes.

Summary. The respondents value highly the agent circu-

lar letters and the annual "Cornell Recommends" series as sources of Extension information. Over ninety per cent (92.5) rated the letter content from "good" to "very good". Ninety per cent (89.6) felt the number of letters were "about right". Sixty-seven per cent (66.8) placed "quite a bit" to "very much" value on "Cornell Recommends".

Forty-one per cent indicated a favorable attitude toward the monthly publication "Genesee County TRENDS" and fifty-one per cent (50.6) valued meetings as a source of information.

Radio, in general, does not appear to receive much more than an "average" rating as a source of Extension information. Nearly seventy per cent (68.7) indicated that radio was a "very unimportant" to "average" source.

From a review of these general data, it seems evident that agent circular letters and/or notices are valued highly by clientele as sources of Extension information. It also appears that this is a consistent means of obtaining information for all clientele irregardless of any difference in specific clientele interest. Confounding influences prevent any such clear-cut interpretation of the other questions in this introductory area.

CHAPTER VI

MEASUREMENT DATA: SUMMARY AND INTERPRETATION

Item statements C11 through C32 have the specific purpose of establishing a rank order of attitude response. The sub-hypotheses previously noted have been used to guide this interpretation phase of the project.

I. CLIENTELE ACCESS TO PROGRAM

One of the sub-hypotheses stated that a significant number of clientele would indicate inconsistency in the form of imbalance.

Access to the program is the first of two forms of imbalance or inconsistency studies in this project. It is a form that approaches the program environment from the perspective of "access", or relative cognitive ease with which participants perceive themselves as participating, or having the opportunity to participate should they desire to do so.

Summary. Item statements C6, C25, C17, and C21 were arranged in the respective order noted to hypothetically represent a hierarchial degree of increasing difficulty for clientele to gain access to participate in or obtain information from Extension programs.

The first statement allowed clients to participate through circular letters; the second requires a telephone call to the County office; the third represents attendance at a meeting, most of which are held within the County; and the fourth requires a long distance telephone call to an adjoining county to contact an area specialist.

Interpretation. A review of the data in Table I in the appendix indicates that a cognitive imbalance or inconsistency does become more pronounced as access methods and hypothetical ease of participation changes.

It can be noted that the respondents with higher gross sales and also the vegetable producers do not tend to find the increasing hypothetical distance nearly as inconsistent with their cognitions as do the dairy or livestock producers, or those with lower gross sales.

The responses may have a relationship to concerns expressed by the farmers in the thirteen state Federal Extension Service survey noted in the review of literature.

It can also be noted that even a significant number, from thirty to thirty-four per cent, of those with higher gross sales and also the vegetable producers find an inconsistency exists or are undecided on what they would do with respect to contacting area staff in an adjoining county.

Conclusion and implications. Clientele cognitions of inconsistency do increase significantly as access to program increases in difficulty. The sub-hypothesis is tentatively confirmed when it is related in a pattern of hierarchial order.

It appears a socioeconomic field exists in some form, and that the clientele with higher gross sales and the vegetable producers have a larger socioeconomic field of behavior when it comes to participating in Extension programs.

It seems evident to the author that a very conscious administrative effort must be made to provide relevant sub-area access points and varied methods by which all clientele can effectively participate. Otherwise, it appears that area specialization will probably limit participation to those clients who have a behavioral understanding of the larger socioeconomic field or area in which the program is established.

II. CLIENTELE EVALUATION OF SELECTED STATEMENTS

The following statements have been noted to study possible differences in clientele cognitions as judgment or evaluation processes are used to respond to statements reflecting uniformity of program conduct, relevancy of information and mediators used to describe a concept in program

conduct.

This was the second form of imbalance studied, and the statements tended to reflect a level or intensity of knowledge, skill or attitude held by the respondents.

A. UNIFORMITY

Summary. Two statements, C11 and C24, as noted in Table II of the appendix, were to reflect uniformity of agent visits in the client's neighborhood and the degree to which specialized programs favored producers of some commodities over others respectively.

Interpretation. The livestock producers, lower gross sales and lower contact clientele tended to feel that agent visits are not uniform. Caution is in order in this interpretation because of the significant number of overall undecided responses (25-30 per cent), and because twenty-four per cent (24.6) of those with frequent contact also indicated that an imbalance exists.

Those in the livestock category, with lower contact and especially those with a high school level of education or below, tended to feel that specialization does favor some producers over others. The vegetable producers, those with frequent contact and above high school level of education, tended to be more in disagreement, but even in these categor-

ies, a significant number (34-48 per cent) tended to agree with the statement.

The data for both statements does not reveal in what form cognitive consistency or inconsistency exists. It offers necessary proof of the hypothesis that significant imbalance exists, but it is not sufficient.

Because a significant number of clientele indicate inconsistency, it may be wise, in terms of overall program effectiveness, to pursue further studies in this area. It would be well to note whether respondents are reflecting their evaluation as cognitive awareness or as a real concern that is now, or will in the future, reduce or limit programming effectiveness. Perhaps the clientele with more frequent contact have a different form of concern than those with lower contact,too.

B. RELEVANCY OF INFORMATION

Summary. In an earlier review of introductory data, it was stated that clientele were pleased with the content of circular letters they were receiving. Data displayed in Table III, item statement C16, in the appendix notes evaluations of these letters for relevant information. Respondents were asked to evaluate whether or not the information was "old hat" by the time it reached them.

Interpretation. A review of the data show that twenty to twenty-five per cent of all respondents felt that much of the information was "old hat". More of the clientele with higher gross sales and higher levels of education tended to be in agreement, although the difference was only four to five per cent more in both instances.

It could also be noted that those with frequent and low contact felt the information was less "old hat" than those with medium contact.

It was also surprising that the vegetable producers indicated more intense agreement with the statement.

It would be advantageous to study in what manner the circular letter information is irrelevant, especially when most clientele utilize the letters as a valuable source of Extension information and as an access point for participation in the program.

C. GENERALIST V.S. SPECIALIST

Summary. The terms "generalist" and "specialist" are abstractions or concepts used in programming, and as such, they mediate values for administration, staff members and clientele. Those in administration have an understanding of the terms. The question is in how the clientele perceive and evaluate the terms as they mediate a meaning when rela-

ing them to staff members.

Item statement C20 in Table III of the appendix states that the staff member providing leadership for production and marketing programs for farmers should be a generalist rather than a specialist. The following is an analysis of those data.

Interpretation. Clientele with lower gross sales and fewer contacts agree that the staff member should be a "generalist". The relationship tends to be of a linear nature with those having higher gross sales and frequent contacts indicating cognitions of consistency with the "specialist" concept.

The relationship noted might tend to indicate that while circular letters and other media may mediate the concept "specialist" to all clientele, the only clients who know the difference are those who have associated with the program to the degree that they can discern a difference.

It would appear to the author that more caution should be exercised in designing research projects and in choosing mediators to express program concepts to clientele if one is to avoid bias and misunderstanding.

III. CLIENTELE COGNITIONS OF VALUES USED TO DERIVE OBJECTIVES AND DIRECT PROGRAMS

A. SPECIALIZATION

Summary. Two item statements, C14 and C28, have been summated to derive a more valid scale for interpretation. The first statement noted that specialization in staff has greatly improved agricultural extension programs, and the second was a reflection of respondent attitude toward the staff specialization approach which the division has been taking in the past few years. Both statements are noted in Table IV of the appendix.

Interpretation. The range of consistency with clientele cognitions was from seventy per cent (70.2) to eighty-five per cent. The vegetable producers were in higher agreement, and the dairymen and livestock producers somewhat more reserved and more undecided.

The sub-hypothesis that clientele would exhibit cognitions consistent with the program approach emphasizing staff specialization can only be tentatively confirmed based on the problem stated within the interpretation of the mediators, "generalist" and "specialist", in Chapter VI, section II-C of this study.

There is a question in the author's mind as to whether or not clientele approved of the program in general, or did, in fact, feel that staff specialization was a key factor in improving the program. Because many clients approved of a

"generalist" concept in the previous section, it would be dangerous to generalize from the statements that clientele approved of staff specialization.

The only implication that might be drawn is that, in general, the clientele approved of the manner in which the leadership has directed the program over the past few years.

B. HUMANISTIC

Summary. Three item statements have been summated in Table V in the appendix to observe clientele response regarding concern for human values in programming.

Statement C27 expressed concern for recommending technological changes in a community only after first assessing and understanding the effects on the human element.

Statements C13 and C22 reflected concerns that should be understood by staff with respect to individual goals and values.

Interpretation. From sixty-two to seventy-two per cent of the respondents agreed that human values should be considered as major technological change is being considered for recommendation. The dairymen were somewhat more concerned than the vegetable or livestock producers.

About ten per cent of all respondents in the categories

stated, disagreed with the statement and the remainder were undecided as to how to react. It is evident that concern for human values are consistent cognitions among the majority of the clientele. The statement does not allow one to conclude, however, other than a tentative confirmation of the sub-hypothesis.

It would appear to the author that many ineffective programs, or failure on the part of clients to adopt certain phases of new technology result from designing programs based on subject matter availability alone.

It seems that more effort should be consciously made to involve and integrate relevant clientele values in program planning. Otherwise, clientele sub-groups may become alienated from the program, and those who do participate will be individuals who can evaluate and then integrate the results of the latest research into their business.

It seems to the author that the methodology outlined by Tyler and the concern noted by Perkins, both of which are included in the review of literature section, are relevant to the response expressed by the clientele in this section.

C. EFFICIENCY

Summary. Item statement C26 in Table VI of the appendix requested the respondents to evaluate whether extension

programs seem to put too much emphasis upon efficiency, output and labor returns.

Interpretation. Clientele with higher gross sales and who have an educational level beyond high school disagreed to a greater degree and with more intensity in reacting to this statement. From twenty to thirty-three per cent of the clientele agreed when all categories were compared, and fifty-four to seventy-three per cent disagreed on this same basis.

Interpretation problems may have arisen because of the word mediators used. It would seem to this writer, however, that the value system presented in the previous section applied in this instance, too. Some of these word mediators may have turned a number of clients off rather than on with respect to program efforts because of individual values and goals.

III. INVOLVEMENT IN SOCIAL SITUATIONS AND COMMUNITY ISSUES

Statements were made to allow respondents an opportunity to involve themselves in hypothetical, but familiar, social situations.

A second area was presented which allowed an opportunity to express attitudes about being a part of community and farm problems and issues without actual committment.

A. SELF INVOLVEMENT

Summary. Respondents were asked to answer: (1) if farmers should have more of an opportunity to become involved in helping to decide Agricultural Division program direction (C18); (2) would they accept an opportunity to go on the board of directors of a farm organization (C29); (3) would they participate in a group discussion involving issues and problems in their community (C30); (4) would they serve on a committee studying farm problems and opportunities in the County (C31); and (5) would they ride to an extension meeting if asked by their neighbor(C32).

The first four statements were summated, and they with the last statement were noted in Table VII of the appendix.

Interpretation. About fifty per cent of the clientele would get involved in the social situations stated, and about thirty per cent were undecided. Eighty-one per cent would get involved when asked by a neighbor--at least to the extent of attending an extension meeting.

Respondents seemed more likely to want to get involved in situations where community issues and problems were considered rather than where farm problems or opportunities were studied.

The sub-hypothesis that "Clientele will indicate con-

sistency cognitions toward hypothetical statements that offer opportunity for self-involvement in social situations" is not confirmed unless further study and specificity, as applied to neighbor relations, are carried out.

A pursuance of studies of the social system, as applied to interpersonal relations and communication, may present possibilities for increasing clientele involvement in helping to design more effective programs or increase participation in programs.

On the basis of the data summarized, it appears to the author that if proper methods and techniques were to be used, sufficient numbers of clientele would become involved in rational program planning efforts, whether it is for specific agricultural programs or more comprehensive community development approaches.

B. COMMUNITY ISSUES

Summary. Two item statements were summated to test the sub-hypothesis that "clientele will find it consistent with their cognitions to be included in community issues, problems or decisions".

The first statement, C15, stated that farmers "should understand what happens in their community because local issues and problems affect the farm business". The second,

C19, said "local business, industry and public leaders need to be more aware of agricultural developments which could affect their actions and decisions". Both statements were included in Table VIII of the appendix.

Interpretation. Ninety-two per cent (92.5) of the clientele indicated that farmers and community and business leaders need to be aware of the other's problems, issues and developments that affect each other's business and/or value standards.

The sub-hypothesis, as stated in the broad terms, was confirmed. It will be necessary to determine a temporal order in order to outline specific concerns and eliminate confounding variables.

It does appear evident to the writer that clientele are indicating that they wish to be a part of the larger community around them--that they wish to have a say in helping to decide issues that directly or indirectly affect their welfare.

IV. PROGRAM SUPPORT

Hypothetical propositions were noted in questions C33 and C34 in an attempt to obtain clientele attitudes toward program support and costs of annual enrollment.

Data presented in Table IX of the appendix are a summary of how far up the nine rung ladder clientele would go to support an extension program in which they were enrolled and which might be eliminated. Data in this same table also attempt to see how much of an influence the annual enrollment fee of $8.00 has upon their decision to join.

Summary. Nearly half (44.4%) of the clientele responded that they would climb the ladder all the way to support the program. The median for all respondents was at the 7.3 rung level.

Question C34 needs to be restated and retested because many of those who went to the top rung on support also marked the ninth rung denoting that $8.00 highly influenced their decision to join.

This writer feels that both questions and the psychological ladder approach need more revision, study and testing if valid data are to be obtained.

Even if the data presented in a review of the question dealing with program support are valid, at the most they are purely hypothetical and represent a general climate or feeling level of the respondents on the day they completed the questionnaires. It would seem to this author, that it might be dangerous to convert this feeling level to actual commitment that could be expected under actual circumstances.

V. IDENTIFICATION OF A TENTATIVE TEMPORAL ORDER: SOME CONCLUSIONS

The author has presented data in three tables in the appendix in an attempt to identify a temporal order that will allow further specification of the hypothesis.

Tables X, XI and XII compare (1) clientele personal contact; (2) education level and (3) age range with 1968 gross farm sales.

Summary. There appears to be a linear relationship between personal contact and gross farm sales. Those with gross sales under $10,000 had a median contact level of 2.18, and those with over $70,000 a level of 4.29. Clientele who did not respond to the gross sales question had a median contact level of 1.57.

A median gross sales comparison with educational level cannot be determined because of the response limit placed on the gross sales question in the instrument.

The older clientele tended to be in the lower gross sales range, at least with respect to farm sales. They are likely to have other sources of financial resources besides farming. There does not appear to be a significant difference in age range among those clientele who had over $20,000 in sales in 1968. Their median age falls somewhere between

the levels of 3.26 and 3.68 or approximately forty-one years of age.

Conclusions. The review of these data and the data in previous sections leads this author to the assumption that the level of client education, pattern of socioeconomic behavior and involvement in a determination of needs are key variables that are priori to self-actualization with respect to participation in the Cooperative Extension program environment.

The hypothesis as stated in its broad form, "clientele tend to affiliate with Cooperative Extension to the degree an environment has been provided for them to increase cognitions of consistency and decrease feelings of inconsistency" is therefore not disproven and remains tentative.

CHAPTER VII

SUMMARY

Situation. The survey was conducted in Genesee County, New York, by the author who is Agricultural Division leader. The County has county as well as regional and multi-county staff members. A "phase-in" philosophy has been used toward staff specialization in programming efforts.

Purposes. The objective of this exploratory survey

research project was (1) to attempt to identify areas of County and multi-county extension program conduct that were consistent and inconsistent with cognitions held by clientele and (2) to be able to offer explanations for some of the observed behavior and concerns expressed by the farmers.

It was felt by this author that such identification of specific areas and relationships involved would be helpful in determining future county extension policy and program direction.

Review of the literature. A review was made of empirical and scientific research, specifically with respect to concepts and constructs that seemed to be intrinsic to the person in the process of daily living. The theory of consistency and inconsistency seemed to provide an appropriate construct for the conduct of this study.

Hypothesis. The specific hypothesis for this study was: Clientele tend to affiliate with Cooperative Extension to the degree an environment has been provided for them to increase cognitions of consistency and decrease feelings of inconsistency. The hypothesis is not disproven by the study, and therefore remains tentative.

Research design. The total population constituted the sample for the survey. It included four hundred and seven (407) full time farm owners and/or partner owners, who were

members of the Genesee County Cooperative Extension Association, Agricultural Division, in 1968. Two hundred and fifty-three (253) responses were received, a 62.5 per cent return. A review of the master list by the authorindicated this to be a representative sample. A post survey follow-up is planned.

The data-gathering instrument. A four page questionnaire, containing thirty-five questions and statements, was utilized in the study. The statements were designed to allow measurement by a Likert-type scale. A coding system was devised to permit convenient transfer to a sorting card.

Respondents checked their opinions with respect to familiar program situations, concepts or their evaluation of specific statements relevant to program design and conduct. Some hypothetical situations were included, especially regarding self-involvement in social situations.

Clientele were assigned a questionnaire code number for the purpose of individual identification for subsequent follow-up. Code numbers were checked against a master list and cut off before the author reviewed and scored any of the data on two "Indecks" research cards.

Questionnaires received from the period of February 14 through March 15 were included in the data analysis.

Analysis. Sub-hypotheses indicated in the study served as a basis for organizing data for study and comparison. Clientele categories were formed based on logical groupings with respect to areas of program conduct.

Findings and general conclusions.

1. Circular letters and agent leaflets seem to be the only consistent method valued by all clientele as a primary source of extension information.

2. Twenty to twenty-five per cent of the information mailed to clientele by county and multi-county specialist staff is "old hat".

3. Clientele with higher levels of education seem to be more critical of circular letter relevancy.

4. Just over two-thirds of the clientele have slight to strong feelings that staff members providing leadership for agricultural programs should be a specialist.

5. There appears to be a linear relationship between gross sales level and frequency of clientele personal contact with the extension program environment.

6. A significant number of clientele with frequent

contact and/or higher gross sales feel that agent visits lack uniformity and that specialization favors some producers.

7. The lower gross sales clientele are more likely to feel alienated by present programming efforts.

8. The higher gross sales clientele tend to have a larger field of socioeconomic behavior and are more likely to be participating in and using area extension programs and staff resources.

9. Fifty per cent of the clients are likely to get involved in committees or groups studying farm and community problems and issues.

10. The majority of all clientele feel that farmers, local businessmen, industry, and public leaders need to be aware of and understand developments that could affect each others actions and decisions.

11. Two-thirds of all clientele have slight to strong feelings that humanistic values should be considered in planning programs that affect their welfare.

12. It appears to be inconsistent behavior for a farmer to refuse a neighbor's invitation to attend an

extension meeting.

Tentative conclusions.

1. There tends to be a hierarchial social and economic field to which clientele behavior is oriented.

2. Clientele seem to want to have more say in helping to decide farm and community issues that directly and indirectly affect their welfare.

3. The author feels that the level of education, both formal, and that knowledge gained by the self through direct experience, is a key variable that is priori to effective individual relationships with community socioeconomic situations and use of information available from or disseminated by community institutions such as Cooperative Extension.

4. It can only be cautiously concluded from this study that clientele have cognitions that specialization of staff has greatly improved agricultural extension programs. The author recommends that further studies of meanings mediated by the words "generalist" and "specialist" need to be made before more definite conclusions may be implied.

Implications. Relevant information giving and access to specialized staff on an area basis, or even located at the institution level, may be all that is necessary to provide a consistent program environment for clientele who (1) have a wide socioeconomic behavior pattern, and (2) possess a wide knowledge of skills necessary to synthesize and evaluate information and data, and integrate it into the farm business.

It appears to this author that the present approaches used in county and multi-county programming tend to present inconsistencies for individuals who have not (1) directly experienced a wider socioeconomic behavior relationship; (2) had as wide a perspective with respect to skills necessary to synthesize, evaluate and integrate knowledge, resources and information; or who (3) hold a value system that may not necessarily be compatible with knowledge being recommended.

This tends to explain some of the reasons for the observed behavior and concerns that have been, and are presently being expressed by the clientele.

It also appears that a significant number of the clientele, even in the higher gross sales range, could be alienated from extension programming efforts if administration and staff were to design and conduct programs at a

hierarchial socioeconomic level inconsistent with their behavior and value cognitions.

It is an assumption of the author that two areas of program emphasis are in order to provide relevancy and access to programming efforts that might reduce some of the major inconsistencies noted in this survey.

The first area is the increased involvement of clientele in the determination of relevant research, information and data needed to satisfy their specific perceived needs or inconsistencies.

The second area of emphasis would be the involvement of clientele in specific, relevant, developmental, task accomplishment, or problem solving learning experiences that would provide opportunity for (1) self-discovery of knowledge and information; (2) enlargement of social experiences; and (3) growth in the skills of comprehension, synthesizing, evaluating, and integrating knowledge and resources into their respective businesses and their community environment.

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APPENDIX

TABLE I

CLIENTELE RESPONSES TOWARD ITEM STATEMENTS REFLECTING
A HYPOTHETICALLY INCREASING DEGREE OF DIFFICULTY
OF GAINING ACCESS TO PROGRAM

Category and Item Statements	Strongly Disagree		Mildly Disagree		Total Disagree	Mildly Agree		Strongly Agree		Total Agree	Undecided	
	No.	Pct.	No.	Pct.	Pct.	No.	Pct.	No.	Pct.	Pct.	No.	Pct.
Dairy (146)												
C6 (146)	0	0	0	0	(0)	80	54.8	54	37.0	(91.8)	12	8.2
C25 (143)	1	.7	3	2.1	(2.8)	61	42.1	58	40.6	(82.7)	20	14.0
C17 (144)	9	6.3	28	19.4	(25.7)	57	39.6	35	24.3	(63.9)	15	10.4
C21 (144)	7	4.9	20	13.9	(18.8)	50	34.7	17	11.8	(46.5)	50	34.7
Vegetables(68)												
C6 (68)	0	0	1	1.5	(1.5)	30	44.1	36	52.9	(97.0)	1	1.5
C25 (67)	1	1.5	2	3.0	(4.5)	16	23.9	42	62.7	(86.6)	6	9.0
C17 (67)	5	7.5	8	11.9	(19.4)	16	23.9	28	41.8	(65.7)	10	14.9
C21 (65)	4	6.2	7	10.8	(17.0)	22	33.8	22	33.8	(67.6)	9	13.8
Livestock (39)												
C6 (39)	0	0	0	0	(0)	25	64.1	9	23.1	(87.2)	5	12.8
C25 (37)	1	2.7	1	2.7	(5.4)	18	48.6	12	32.4	(81.0)	5	13.5
C17 (39)	4	10.3	7	28.2	(38.5)	15	38.5	6	15.4	(53.9)	7	17.9
C21 (38)	3	7.9	6	15.8	(23.7)	10	26.3	7	18.4	(44.7)	12	31.6
Lower Gross (124)												
C6 (123)	0	0	1	.8	(.8)	66	53.7	48	39.0	(92.7)	8	6.5
C25 (120)	2	1.7	3	2.5	(4.2)	45	37.5	49	40.8	(78.3)	21	17.5
C17 (122)	15	12.3	27	22.1	(34.4)	43	35.2	23	18.1	(54.1)	14	11.5
C21 (121)	11	9.1	19	15.7	(24.8)	35	28.9	14	11.6	(40.5)	42	34.7
Higher Gross (121)												
C6 (121)	0	0	0	0	(0)	63	52.1	50	41.3	(93.4)	8	6.6
C25 (120)	1	.8	3	2.5	(3.3)	45	37.5	62	51.7	(89.2)	9	7.5
C17 (120)	0	0	14	11.7	(11.7)	43	35.8	46	38.3	(74.1)	17	14.2
C21 (119)	2	1.7	13	10.9	(12.6)	46	38.7	32	26.9	(65.6)	26	21.8

TABLE II

COGNITIONS TOWARDS STATEMENTS REFLECTING IMBALANCE
IN UNIFORMITY OF PROGRAM CONDUCT

Item Statement and Categories	Strongly Disagree		Mildly Disagree		Total Disagree	Mildly Agree		Strongly Agree		Total Agree	Undecided	
	No.	Pct.	No.	Pct.	Pct.	No.	Pct.	No.	Pct.	Pct.	No.	Pct.
C11												
Population (247)	22	8.9	52	21.1	(30.0)	86	34.8	24	9.7	(44.5)	63	25.5
Dairy (145)	11	7.6	33	22.8	(30.4)	50	34.5	14	9.7	(44.2)	33	22.8
Vegetables (67)	7	10.4	11	16.4	(26.8)	22	32.8	8	11.9	(44.7)	19	28.4
Livestock (38)	3	7.9	9	23.7	(31.6)	13	34.2	2	5.3	(39.5)	11	28.9
Higher Gross (120)	8	6.7	23	19.2	(35.9)	40	33.3	19	15.8	(49.1)	30	25.0
Lower Gross (118)	13	11.0	27	22.9	(33.9)	41	34.7	5	4.2	(38.9)	32	27.1
Frequent Contact(53)	3	5.7	10	18.9	(24.6)	15	28.3	13	24.5	(52.8)	12	22.6
Medium Contact(101)	7	6.9	23	22.8	(29.7)	44	43.6	6	5.9	(49.5)	21	20.8
Low Contact (92)	11	12.0	20	21.7	(33.7)	26	28.3	5	5.4	(33.7)	30	32.6
C24												
Population (245)	32	13.1	41	16.7	(29.8)	78	31.8	29	11.8	(43.6)	65	26.5
Dairy (144)	17	11.8	22	15.3	(27.1)	42	29.2	15	10.4	(39.6)	48	33.3
Vegetables (65)	11	16.9	15	23.1	(40.0)	21	32.3	10	15.4	(47.7)	8	12.3
Livestock (36)	4	11.1	5	13.9	(25.0)	14	38.9	7	19.4	(58.3)	6	16.7
Higher Gross(117)	20	17.1	17	14.5	(31.6)	39	33.3	14	12.0	(45.3)	29	24.8
Lower Gross(120)	11	9.2	23	19.2	(28.4)	36	30.0	15	12.5	(42.5)	35	29.2
Frequent Contact(52)	11	21.2	12	23.1	(44.3)	12	23.1	6	11.5	(34.6)	11	21.2
Medium Contact(103)	13	12.6	14	13.6	(26.2)	37	35.9	13	12.6	(48.5)	26	25.2
Low Contact (90)	9	10.0	16	17.8	(27.8)	28	31.1	11	12.2	(43.3)	26	28.9
H.S. and Below(179)	8	12.3	8	12.3	(24.6)	25	38.5	10	15.4	(53.9)	14	21.5
Above H.S. (65)	24	13.4	68	38.0	(51.4)	51	28.5	20	11.2	(39.7)	50	27.9

TABLE III

CLIENTELE EVALUATIONS OF STATEMENTS REFLECTING INFORMATION RELEVANCY AND THE GENERALIST V.S. SPECIALIST CONCEPT

Item Statement and Categories	Strongly Disagree		Mildly Disagree		Total Disagree	Mildly Agree		Strongly Agree		Total Agree	Undecided	
	No.	Pct.	No.	Pct.	Pct.	No.	Pct.	No.	Pct.	Pct.	No.	Pct.
C16												
Population (251)	65	25.9	112	44.6	(70.5)	43	17.1	13	5.2	(22.3)	18	7.2
Dairy (145)	38	26.2	79	54.5	(80.7)	28	19.3	4	2.8	(22.1)	12	8.3
Vegetables (67)	17	25.4	28	41.8	(67.2)	11	16.4	8	11.9	(28.3)	3	4.5
Livestock (39)	10	25.6	20	51.3	(76.9)	5	12.8	1	2.6	(15.4)	3	7.7
Higher Gross(121)	29	24.0	52	43.0	(67.0)	25	20.7	7	5.8	(26.5)	8	6.6
Lower Gross(122)	31	25.4	57	46.7	(72.1)	19	15.6	7	5.7	(21.3)	8	6.6
H.S. and Below(183)	50	27.3	83	45.4	(72.7)	31	16.9	8	4.4	(21.3)	11	6.0
Above H.S. (67)	15	22.4	28	41.8	(64.2)	12	17.9	5	7.5	(25.4)	7	10.4
Frequent Contact(53)	15	28.3	24	45.3	(73.6)	10	18.9	1	1.9	(20.8)	3	5.7
Medium Contact(104)	22	21.2	48	46.2	(67.4)	19	18.3	7	6.7	(25.0)	8	7.7
Low Contact(94)	28	29.8	39	41.5	(71.3)	15	16.0	5	5.3	(21.3)	7	7.4
C20												
Population (246)	50	20.3	49	19.9	(40.2)	59	24.0	26	10.6	(34.6)	62	25.2
Dairy (141)	25	17.7	29	20.6	(38.3)	30	21.3	15	10.6	(31.9)	42	29.8
Vegetables (67)	16	23.9	13	19.4	(43.3)	16	23.9	9	13.4	(37.3)	13	19.4
Livestock (38)	9	23.7	7	18.4	(42.1)	13	34.2	2	5.3	(39.5)	7	18.4
Higher Gross(119)	30	25.2	31	26.1	(51.3)	21	17.6	9	7.6	(25.2)	28	23.5
Lower Gross(120)	19	15.8	17	14.2	(30.0)	35	29.2	17	14.2	(43.4)	32	26.7
H.S. and Below(179)	34	19.0	34	19.0	(38.0)	44	24.6	20	11.2	(35.8)	47	26.3
Above H.S. (66)	16	24.2	15	22.7	(46.9)	15	22.7	6	9.1	(31.8)	14	21.2
Frequent Contact(52)	16	30.8	15	28.8	(59.6)	11	21.2	3	5.8	(27.0)	7	13.5
Medium Contact (102)	21	20.6	22	21.6	(42.2)	20	19.6	12	11.8	(31.4)	27	26.5
Low Contact (92)	13	14.1	12	13.0	(27.0)	28	30.4	11	12.0	(42.4)	28	30.4

TABLE IV

SUMMATED CLIENTELE RESPONSES REFLECTING ATTITUDES
TOWARD OVERALL PROGRAM DIRECTION

Category and Item Statements	Strongly Disagree		Mildly Disagree		Total Disagree	Mildly Agree		Strongly Agree		Total Agree	Undecided	
	No.	Pct.	No.	Pct.	Pct.	No.	Pct.	No.	Pct.	Pct.	No.	Pct.
Population (253)												
C14 (249)	2	.8	5	2.0		96	38.6	101	40.6		46	18.5
C28 (243)	2	.8	8	3.3		100	41.2	85	35.0		48	19.8
Ave. (246)	2	.8	6	2.4	(3.2)	98	39.8	93	37.8	(77.6)	47	19.1
Dairy (146)												
C14 (144)	0	0	4	2.8		60	41.7	50	34.7		30	20.8
C28 (141)	1	.7	3	2.1		65	46.1	40	28.4		32	22.7
Ave. (143)	1	.7	3	2.1	(2.8)	63	44.1	45	31.5	(75.6)	31	21.7
Vegetables (68)												
C14 (67)	1	1.5	0			18	26.9	41	61.2		8	11.9
C28 (66)	1	1.5	3	4.5		20	30.3	36	54.5		6	9.1
Ave. (67)	1	1.5	2	3.0	(4.5)	19	28.3	38	56.7	(85.0)	7	10.5
Livestock (39)												
C14 (38)	1	2.6	1	2.6		18	47.4	10	26.3		8	21.1
C28 (36)	0	0	2	5.6		15	41.7	9	25.0		10	27.8
Ave. (37)	1	2.7	1	2.7	(5.4)	17	45.9	9	24.3	(70.2)	9	24.3

TABLE V

SUMMATED CLIENTELE RESPONSES REFLECTING ATTITUDES OR CONCERNS TOWARDS HUMANISTIC VALUES

Category and Item Statements	Strongly Disagree		Mildly Disagree		Total Disagree	Mildly Agree		Strongly Agree		Total Agree	Undecided	
	No.	Pct.	No.	Pct.	Pct.	No.	Pct.	No.	Pct.	Pct.	No.	Pct.
Population (253)												
C27 (245)	8	3.3	19	7.8		97	39.6	76	31.0		45	18.4
C13 (243)	4	1.6	10	4.1		89	36.6	91	37.4		49	20.2
C22 (247)	7	2.8	24	9.7		105	42.5	47	19.0		64	25.9
Ave. (245)	6	2.4	18	7.3	(9.7)	97	39.6	71	29.0	(68.6)	53	21.6
Dairy (146)												
C27 (142)	1	.7	11	7.7		59	41.5	49	34.5		22	15.5
C13 (144)	4	2.8	7	4.9		64	44.4	52	36.1		17	11.8
C22 (142)	6	4.2	14	9.9		61	43.0	26	18.3		35	24.6
Ave. (143)	4	2.8	11	7.7	(10.5)	61	42.7	42	29.4	(72.1)	25	17.5
Vegetables (68)												
C27 (66)	6	9.1	4	6.1		21	31.8	19	28.8		16	24.2
C13 (62)	0	0	1	1.6		13	21.0	24	38.7		24	38.7
C22 (68)	0	0	7	10.3		27	39.7	16	23.5		18	26.5
Ave. (65)	2	3.1	4	6.2	(9.3)	20	30.8	20	30.8	(61.6)	19	29.2
Livestock (39)												
C27 (37)	1	2.7	4	10.8		17	45.9	8	21.6		7	18.9
C13 (37)	0	0	2	5.4		12	32.4	15	40.5		8	21.6
C22 (37)	1	2.7	3	8.1		17	45.9	5	13.5		11	29.7
Ave. (37)	1	2.7	3	8.1	(10.8)	15	40.5	9	24.3	(64.8)	9	24.3

TABLE VI

CLIENTELE COGNITIONS TOWARDS AN ITEM STATEMENT
REFLECTING THE CONCEPT "EFFICIENCY"

Item Statement and Categories	Strongly Disagree		Mildly Disagree		Total Disagree	Mildly Agree		Strongly Agree		Total Agree	Undecided	
	No.	Pct.	No.	Pct.	Pct.	No.	Pct.	No.	Pct.	Pct.	No.	Pct.
C26 Population (248)	76	30.6	76	30.6	(61.2)	53	21.4	18	7.3	(28.7)	25	10.1
Dairy (143)	37	25.9	47	32.9	(58.8)	34	23.8	13	9.1	(32.9)	12	8.4
Vegetables (67)	31	46.3	13	19.4	(65.7)	13	19.4	3	4.5	(23.9)	7	10.4
Livestock (38)	9	23.7	15	39.5	(63.2)	6	15.8	2	5.3	(21.1)	6	15.8
Higher Gross (120)	46	38.8	36	30.0	(68.3)	22	18.3	7	5.8	(24.1)	9	7.5
Lower Gross (121)	28	23.1	38	31.4	(54.5)	29	24.0	10	8.3	(32.3)	16	13.2
H.S. and Below (180)	49	26.7	53	29.4	(56.1)	41	22.8	16	8.9	(31.7)	21	11.7
Above H.S. (67)	27	40.3	22	32.8	(73.1)	12	17.9	2	3.0	(20.9)	4	6.0

TABLE VII

DISTRIBUTION OF CLIENTELE RESPONSE TO HYPOTHETICAL STATEMENTS REGARDING INVOLVEMENT IN FAMILIAR SOCIAL SITUATIONS

Item Statements	Refuse		Likely to Refuse		Total	Likely to Accept		Accept		Total	Undecided	
	No.	Pct.	No.	Pct.	Pct.	No.	Pct.	No.	Pct.	Pct.	No.	Pct.
C30 (248)	10	4.0	25	10.1	14.1	107	43.1	36	14.5	57.6	70	28.2
C29 (249)	14	5.6	29	11.6	17.2	100	40.2	27	10.8	51.0	79	31.7
C31 (248)	13	5.2	30	12.1	17.3	86	34.7	35	14.1	48.8	84	33.9
C18 (247)	12	4.9	31	12.6	17.5	83	33.6	47	19.0	52.6	74	30.0
Ave. (248)	12	4.8	29	11.7	(16.5)	94	37.9	36	14.5	(52.4)	77	31.0
C32 (247)*	3	1.2	7	2.8	4.0	121	49.0	79	32.0	81.0	37	15.0

* Not included in average because of significant difference

TABLE VIII

DISTRIBUTION OF CLIENTELE RESPONSE TO ITEM STATEMENTS REFLECTING THE NEED FOR AN UNDERSTANDING OF FARM AND COMMUNITY INTERRELATIONSHIPS

Item Statements	Refuse		Likely to Refuse		Total	Likely to Accept		Accept		Total	Undecided	
	No.	Pct.	No.	Pct.	Pct.	No.	Pct.	No.	Pct.	Pct.	No.	Pct.
C15 (252)	3	1.2	6	2.4		57	22.6	178	70.6		8	3.2
C19 (252)	4	1.6	3	1.2		80	31.7	150	59.5		15	6.0
Ave. (252)	3	1.2	5	2.0	(3.2)	69	27.4	164	65.1	(92.5)	11	4.4

TABLE IX

CLIENTELE RESPONSE TO HYPOTHETICAL QUESTIONS REGARDING PROGRAM SUPPORT AND ANNUAL ENROLLMENT COSTS

Ladder Rung Level	QUESTIONS C33 Support		C34 Enrollment Cost	
	No.	Pct.	No.	Pct.
9	107	44.4	50	20.7
8	18	7.5	12	5.0
7	35	14.5	13	5.4
6	23	9.5	6	2.5
5	33	13.7	26	10.7
4	17	7.1	8	3.3
3	8	3.3	12	5.0
2	2	.8	12	5.0
1	8	3.3	103	42.6
NR	12	----	11	----
Median	7.3		Question Misinterpreted	

TABLE X

COMPARISON OF CLIENTELE PERSONAL CONTACT WITH THE AGRICULTURAL DIVISION AND 1968 GROSS FARM SALES

Gross Sales Level	PERSONAL CONTACT LEVEL						
	1	2	3	4	5	6	Median
NR	4	2	1	0	0	0	1.57
1	9	8	8	1	1	0	2.18
2	5	14	11	4	2	1	2.65
3	7	7	13	3	2	3	2.85
4	2	8	12	3	0	0	2.64
5	2	8	14	4	2	7	3.46
6	2	5	7	3	1	1	2.95
7	0	3	0	1	3	3	4.3
8	2	6	11	9	9	18	4.29

TABLE XI

COMPARISON OF CLIENTELE EDUCATIONAL LEVEL
WITH 1968 GROSS FARM SALES

Gross Sales Level	EDUCATIONAL LEVEL					
	1-8 Years		9-12 Years		13 Years and Above	
	No.	Pct.	No.	Pct.	No.	Pct.
NR	1	3.1	5	3.3	2	3.0
1	9	28.1	13	8.5	5	7.5
2	12	37.5	20	13.1	7	10.4
3	5	15.6	21	13.7	8	11.9
4	0	--	17	11.1	7	10.4
5	3	9.4	25	16.3	8	11.9
6	1	3.1	14	9.2	5	7.5
7	0	--	6	3.9	4	6.0
8	1	3.1	32	20.9	21	31.3

TABLE XII

COMPARISON OF CLIENTELE AGE RANGE
WITH 1968 GROSS FARM SALES

Gross Sales Level	AGE RANGE LEVEL						
	1	2	3	4	5	6	Median
NR	0	2	1	1	2	2	4.1
1	0	3	2	6	2	14	4.07
2	0	5	6	16	7	4	3.97
3	2	5	14	9	3	1	3.26
4	2	4	7	6	4	2	3.48
5	0	7	10	11	9	0	3.59
6	0	3	5	6	5	0	3.68
7	1	1	4	2	1	1	3.4
8	1	10	21	15	8	0	3.43

COOPERATIVE EXTENSION ■ NEW YORK STATE
CORNELL UNIVERSITY • STATE UNIVERSITY OF NEW YORK • U. S. DEPARTMENT OF AGRICULTURE

65

Agricultural Division
420 East Main Street
Batavia, New York 14020
716-343-3040

February 14, 1969

To: Farm owners and farm partner members of the Agricultural Division in 1968.

Re: Program evaluation survey by Derwood G. Burns, Agricultural Division Leader. (On graduate study leave at the University of Missouri.)

Evaluation is an important phase of Cooperative Extension programming because it provides, us with an opportunity to periodically review the objectives, methods, and concepts we are using in program organization, planning and conduct.

I have an excellent opportunity to conduct such an evaluation this spring, and I would like you to be the most important part of it.

The Genesee County Agricultural Division Executive Committee has already helped me with their suggestions and comments. Now I would like to enlist your participation in the evaluation by asking you to take a few moments and indicate your opinions and feelings regarding the statements in the enclosed four-page questionnaire.

The questionnarie is confidential. You will note that I have assigned you a code number at the top. This is to serve only as a check, so that I will know your reply has been received. If you prefer, you may cut off the code number before you respond. I do not want this to hold back your response.

In any event, I will destroy the code number as soon as I receive your reply and check your name off the list. There will be, therefore, no way of associating your name with your answers. I decided to use the code number in case I should conduct a follow-up study of those individuals who do not respond.

The instructions are brief and included on the questionnaire. Do not take much time to answer each question. Your first reaction may be your best reply.

Thank you in advance for your participation in the project.

Sincerely yours,

Derwood G. Burns

Derwood G. Burns
Cooperative Extension Agent
Agricultural Division Leader

DGB/rsa
Encs:

P.S. I will mail an abstract of the survey to all of you later this summer. It will have much more meaning to you if you are a participant.

N=(253)

66

February 1969 -1- Code Number_____

Please read each question and statement very carefully and respond with your frank opinion. All replies are confidential.

C1. Check the category (or categories) from which you derive most of your farm income.

159 1. Dairy
142 2. Muck Crops
50 3. Livestock
24 4. Fruit
54 5. Vegetables
14 6. Poultry
93 7. Grain Crops
1 NR

C2. Circle the highest level of education completed.

Grade School (32)								High School (153)				College 67				
1	2	3	4	5	6	7	8	1	2	3	4	1	2	3	4, and over	
1	0	1	0	0	1	0	29	9	13	14	117	12	20	6	29	1NR

C3. Check your appropriate age range.

61 1. 25 or under
40 2. 26-35
70 3. 36-45
72 4. 46-55
41 5. 56-65
24 6. 66 and over
0 NR

C4. How many times have you had personal contact with Genesee County <u>agricultural division</u> of Extension in the past year? (i.e.,called or visited the office, attended a meeting, or an agent's or specialist's visit on your farm?)

33 1. No contact
62 2. Once or twice
27 3. 3-5 times
28 4. 6-8 times
20 5. 9-11 times
33 6. 12 or more times
0 NR

C5. How much value do you place on radio programs as a source of extension information?

14 Very unimportant
41 Unimportant
118 Average
69 Important
10 Very important
1 NR

C6. How would you rate the content of letters or notices mailed you by agents and/or specialists?

0 Very poor
1 Poor
28 Average
135 Good
99 Very good
0 NR

C7. Of what value to you is the "Genesee County Trends" as a source of general information? (i.e.,association business, staff responsibility list, general news items.)

23 Very little
42 Some
83 Average
71 Quite a bit
32 Very much
2 NR

C8. In your opinion, rate the number of agent letters and/or pamphlets you have received the past year.

0 Far too few
19 Too few
225 About right
7 Too many
0 Far too many
2 NR

C9. How much value do you place on the annual "Cornell Recommends For Vegetable and Field Crops" series as a source of information?

14 Very little
21 Some
46 Average
107 Quite a bit
62 Very much
3 NR

C10. How much value do you placeon extension meetings as a source of up-to-date information about changes in farm practices?

17 Very little
34 Some
71 Average
79 Quite a bit
46 Very much
6 NR

Check the Appropriate Box

	Strongly Disagree	Mildly Disagree	Undecided	Mildly Agree	Strongly Agree
C11. In general, extension agents and specialists are doing a uniform job of visiting extension members in my neighborhood. 6 NR	22	52	63	86	24
C12. The present method of program conduct makes it rather difficult to get in touch with an agent or specialist when I need him. 7 NR	69	77	56	33	11
C13. Farm families are likely to hold high values for enterprises that allow them to be creative. (i.e.,breeding pure-bred or registered stock). 10 NR	4	10	49	89	91
C14. The specialized staff approach has greatly improved agricultural extension programs in Genesee County. 4 NR	1	5	45	96	102
C15. Farmers should understand what happens in their community because local issues and problems affect the farm business. 1 NR	3	6	8	57	178
C16. Much of the information extension agents or specialists send out is "old hat" by the time it reaches me. 2 NR	65	112	18	43	13
C17. Extension meetings are often held in locations where it is not convenient for me to attend. 3 NR	69	88	32	43	18
C18. Farmers should have more of an opportunity to become involved in helping to decide agricultural extension program direction. 6 NR	12	31	74	83	47

	Strongly Disagree	Mildly Disagree	Undecided	Mildly Agree	Strongly Agree
C19. Local business, industry, and public leaders need to be more aware of agricultural developments which could affect their actions and decisions. 1 NR	4	3	15	80	150
C20. The extension staff member providing leadership for production and marketing programs for farmers should be a generalist rather than a specialist. 7 NR	50	49	62	59	26
C21. It is convenient for me to make a telephone call to an extension office in an adjoining county to directly contact a regional or multi-county agent responsible for a commodity I produce. 6 NR	14	33	71	84	45
C22. Extension staff should place more emphasis on the goals and values that farm families hold as they plan and conduct programs. 6 NR	7	24	64	105	47
C23. I feel there would be value in an opportunity for me to attend classes an evening a week to learn more about myself and the community around me. 10 NR	16	38	94	61	34
C24. Specialized extension programs favor producers of some commodities over others. 8 NR	32	41	65	78	29
C25. I would find it convenient to make a telephone call to the Genesee County extension office to contact a regional or multi-county agent responsible for a commodity I produce. 6 NR	3	6	31	95	122
C26. Extension programs seem to put too much emphasis on efficiency, output, and labor returns. 5 NR	76	76	25	53	18
C27. Major technological changes should be recommended only after first assessing and understanding the effects on the human element of the community. 8 NR	8	19	45	77	86
C28. Based on your observations, what would you say your feelings were about the staff specialization approach which agricultural extension has been taking in this county in the past few years? 10 NR	2	8	48	100	85

C29. What would you do if you had an opportunity to go on the board of directors of a farm organization in which you were interested?

14 Refuse
29 Likely to refuse
79 Undecided

100 Likely to accept
27 Accept
4 NR

C30. What would you do if you were invited to participate in a group discussion involving issues and problems in your community?

10 Refuse	107 Likely to accept
25 Likely to refuse	36 Accept
20 Undecided	5 NR

C31. What would you do if you were invited to serve on a committee studying farm problems and opportunities in Genesee County?

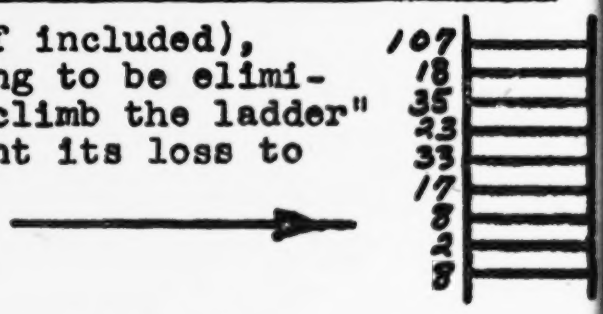
13 Refuse	86 Likely to accept
30 Likely to refuse	35 Accept
84 Undecided	5 NR

C32. What would you do if a neighbor called you and asked you to ride with him to an extension meeting?

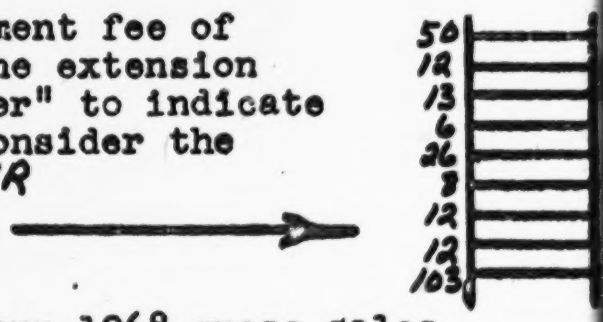
3 Refuse	121 Likely to accept
7 Likely to refuse	79 Accept
37 Undecided	6 NR

Place an X on the ladder rung that best indicates your position with respect to each of the following questions.

C33. If an extension commodity program (staff included), with which you were associated, was going to be eliminated, how far do you think you would "climb the ladder" to support the program and try to prevent its loss to you and your neighbors? 12 NR



C34. How much does the present annual enrollment fee of $8.00 influence your decision to join the extension agricultural division? "Climb the ladder" to indicate the relative intensity with which you consider the decision of whether or not to join? 11 NR



C35. Check the category that is closest to your 1968 gross sales. 8 NR

27	1. Under $10,000	39	5. $40,000-$50,000
38	2. $10,000-$20,000	19	6. $50,000-$60,000
34	3. $20,000-$30,000	10	7. $60,000-$70,000
25	4. $30,000-$40,000	55	8. $70,000 and over

Please make a final check to be sure each question is answered. Return it, together with the attached agent's forwarding slip, in the enclosed postage self addressed envelope. Thank you for your cooperation in answering this questionnaire.

COOPERATIVE EXTENSION ● NEW YORK STATE
CORNELL UNIVERSITY • STATE UNIVERSITY OF NEW YORK • U.S. DEPARTMENT OF AGRICULTURE

Agricultural Division
420 East Main Street
Batavia, New York 14020
Telephone (716) 343 - 3040

REMINDER!

If you haven't already done so, would you take a few minutes sometime today to fill out the survey questionnaire mailed to you last week in the large brown mailing envelope.

We want to find out "how we are doing" with our Cooperative Extension Agricultural Division program. I look forward to your participation in this evaluation.

ERIC Clearinghouse
SEP 23 1969
on Adult Education

Sincerely yours,

Derwood G. Burns

Derwood G. Burns
Cooperative Extension Agent
Agricultural Division Leader

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SECOND REMINDER!

If you have not completed the program evaluation questionnaire I mailed to you two weeks ago, please do so and mail it to me by:

THURSDAY, MARCH 6

I place top priority on having your opinions and attitudes in this evaluation.

You will receive a copy of the survey summary this summer. It will mean more to you and the study if you participate.

Thank you.

Sincerely yours,

Derwood G. Burns

Derwood G. Burns
Cooperative Extension Agent
Agricultural Division Leader